

King County Parks **Your** **King County** **Big Backyard**

King County
Department of Natural Resources and Parks
Parks and Recreation Division



2009
First Quarter Report
Parks Omnibus Ordinance Report
to the King County Council
January – March 2009

we're at work so you can play

Highlights of the First Quarter

- ❖ First quarter business revenues in 2009 are lower than this same period in 2008. Several factors account for this difference, including the transfer of Renton Pool to the Renton School District in the second quarter of 2008 and the unusually severe weather during the winter 2009, which led to facility closures, game cancellations, and less usage of parks facilities in general.
- ❖ The Division continues to see benefits from better marketing of its rental facilities, as well as returns on capital investments related to upgrading rental facilities. Examples include:
 - Revenue from facility rentals at Marymoor Park was up 13 percent, reflecting an increase in fees received from the Evergreen Healthcare Gala, which takes place at the Recreation and Event Area. Evergreen Healthcare has used the Recreation and Event Area at Marymoor Park every year since it opened in 2006 and has already secured a date for the 2010 gala.
 - Interior renovations at the historic Preston Community Center, which were completed during the first quarter. Summer reservations for this facility have been strong, and the Division is anticipating a significant increase in revenue from the special event rental of this facility.
 - A 16 percent increase in two revenue categories (which includes drop-ins and courses) at Weyerhaeuser King County Aquatic Center related to the recreation pool, which was upgraded in 2007 and continues to attract more users for open swims, swim lessons, and pool parties.
- ❖ More than 200 volunteers from schools, community groups, and local companies provided over 600 hours of service across the King County Parks system to commemorate “A Day On, Not a Day Off” for Martin Luther King Day on January 19, 2009.

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Parks and Recreation Division 2009 First Quarter Report

Introduction

The Omnibus Parks Ordinance (Ordinance 14509), adopted November 18, 2002, by the King County Council, included this reporting requirement for the Parks and Recreation Division:

“The division shall provide a written report to the council, filed with the clerk of the council, at least four times each year, by March 15, June 15, September 15, and December 15, and more frequently as directed by the council by motion, regarding the execution of the division’s duties and responsibilities as established in K.C.C.

2.16.045.E. Following transmittal of each written report, the Division shall also make an oral presentation to the council. The written reports and oral presentations shall include, but shall not be limited to, information as to the division's efforts in:

- A. Meeting revenue targets under section 7 of this ordinance;*
- B. Implementing entrepreneurial strategies including advertising, leasing and concession agreements;*
- C. Pursuing gifts, bequests and donations, including the value and sources of gifts, bequests and donations received;*
- D. Developing agreements with other organizations to provide recreation services;*
- E. Transferring parks and recreation assets within incorporated areas or potential annexation areas to cities; and*
- F. Community outreach and involvement.”*

This is our seventh year reporting on the accomplishments of the Division. Quarterly reports were transmitted for each quarter from 2003 through 2008. The year 2009 marks the second year of the renewed Parks Levy, which was approved by voters in August 2007, with collections running from January 1, 2008 through December 31, 2013.

We have structured the quarterly report to correspond to the ordinance requirements. We welcome your ideas and input. Please do not hesitate to contact Kevin Brown or Katy Terry of the King County Parks and Recreation Division at 206-296-8687 if you have any questions or suggestions.

Revenues - Summary

Parks and Recreation Division Revenues

2009 Adopted Revenues	\$28,176,067
2009 Revised Revenues	\$28,080,048
2009 Estimated Revenues ¹	\$27,590,034
2008 Actual Revenues	\$27,714,202

First Quarter - Business Revenues Only

Levy funds, interest earnings, interfund transfers and similar revenues that are not within the control of the Division are excluded from this total.

Actual Business Revenues² (includes user fees and enterprise and entrepreneurial revenues)

January 1 – March 31, 2009	\$960,673
January 1 – March 31, 2008	\$1,128,062

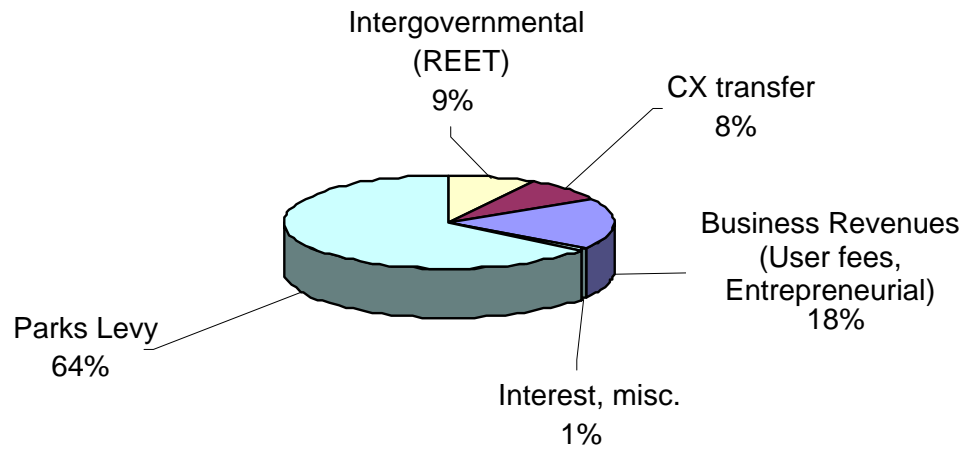
First quarter business revenues in 2009 are lower than this same period in 2008. Several factors account for this difference, including the transfer of Renton Pool to the Renton School District in the second quarter of 2008 and the unusually severe weather during the winter 2009, which led to facility closures, game cancellations, and less usage of park facilities in general.

Even with a reduced asset base (due to transfer of facilities), business revenues still comprise about 18 percent of the entire Division's revenue budget (2009), which is similar to the percentage in 2002 at the beginning of the Business Plan (see charts, following page). Since 2002, the Division has transferred many facilities, which generated more than \$2 million in revenues for the Division and includes recent pool transfers, such as the transfer of the Renton Pool to the Renton School District. The Evergreen Pool, which is in the Lifeboat Strategy - only six months funding available to operate the pool in 2009, during this time the County is working with the state to identify financing tools that would enable the facilities and programs to be funded permanently - is anticipated to close in July 2009 in the absence of new revenues to keep the facility open, which will further impact revenues. The business revenue forecast for the remaining assets has risen from a total of about \$2.3 million in 2002 to nearly \$5 million in the 2009 adopted budget.

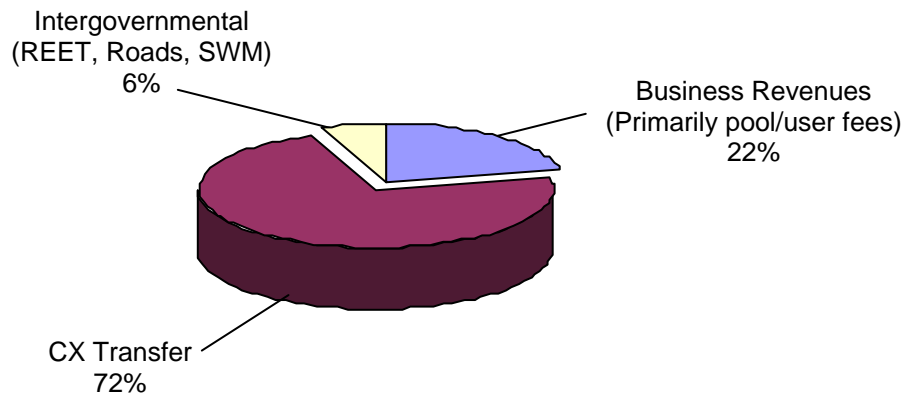
¹ Includes adjustments for foregone revenue, due to the City of Enumclaw running the 2009 King County Fair and revised revenue estimates.

² Based on ARMS financial reports.

2009 Adopted Revenues - \$28M



2002 Adopted Revenues - \$26M



Expenditures – Summary

Parks and Recreation Division Expenditures

2009 Adopted Expenditures	\$27,936,171
2009 Estimated Expenditures ³	\$27,650,545
2008 Actual Expenditures ⁴	\$24,586,573
January 1 – March 31, 2009	\$5,801,010
January 1 – March 31, 2008	\$5,243,935

For 2009, first quarter expenditures were 21 percent of the Division's annual expenditure budget. This expenditure pattern is in line with historic business trends.

As part of the second levy (2008 – 2013), the Division was tasked with increasing maintenance to the historic levels seen prior to 2002. As long as the target fund balance is achieved, the Division intends to spend the maximum amount of its expenditure authority on maintaining parks, utilizing levy funds as the voters intended.

³ 2009 Estimated figure reflects the City of Enumclaw running the King County Fair in 2009 and reappropriation.

⁴ 2008 Actuals based on 14th month ARMS reports.

Revenues - Implementing the Business Plan

Key Business Units

Marymoor Park



Marymoor Business Unit

	Q1 thru 2009	Q1 thru 2008	Change (\$)	Change (%)
Traditional				
Rev - facilities	\$15,805	\$13,945	\$1,859	13%
Rev - fields	\$157,086	\$154,484	\$2,603	2%
Non-Traditional				
Rev - parking	\$100,494	\$111,572	-\$11,078	-10%
Rev - concerts	\$525		\$525	100%
Rev - concert ticket admin fee	\$120	\$80	\$40	50%
Rev - Subway	\$1,409	\$1,576	-\$167	-11%
Rev - Pet Garden	\$0	\$2,150	-\$2,150	-100%
Sponsors/concessions	\$3,396	\$17,950	-\$14,554	-81%
Revenues - Total (rounded)	\$279,000	\$302,000	-\$23,000	-8%
Expenditures (rounded)*	\$382,000	\$342,000	\$40,000	12%

* Expenditures include only direct costs and do not include maintenance labor loaned in from other work units ("loan-in labor"). In the year-end (Fourth Quarter) report, annual expenditures will be reported along with annual revenues and compared against the cost recovery targets established in Ordinance 14509.

2009 First Quarter highlights from Marymoor Park include:

- ❖ Overall, revenues were down slightly at Marymoor Park, which can be attributed to general economic decline, an unusually cold, wet winter, and a lower rate of compliance on parking fees.
- ❖ Ballfield revenue was up 2 percent, mainly due to Marymoor's growing stock of multi-use synthetic turf fields, which are playable even during inclement weather. The opening of two newly converted fields at the beginning of March helped off-set losses from the many rained-out/snowed-out days on the dirt infield and grass facilities during the first quarter.
- ❖ Revenue from facility rentals was up 13 percent, reflecting an increase in fees received from the Evergreen Healthcare Gala, which takes place at the Recreation and Event Area. Evergreen Healthcare has used this facility every year since it opened and has already secured a date for their 2010 gala.
- ❖ Revenue from parking fees was down 10 percent, due in part to a general decrease in park usage (ex: game cancellations) from the unusually cold, wet winter weather and to a lower compliance rate.
- ❖ Revenue in the sponsorship/concession category was down significantly compared with the same period in 2008. This difference is due to overdue payments from Premier Properties, which manages rentals at the Clise Mansion. Their concession fees are expected later in the year.
- ❖ Concert ticket administration fee revenue was up 50 percent compared to 2008. This can be attributed to the one concert that went on sale during the first quarter of 2009 and sold out within days of announcement. It is anticipated that the full Concerts at Marymoor schedule will be available by mid-May.

Weyerhaeuser King County Aquatic Center (WKCAC)



Aquatic Center Business Unit

	Q1 thru 2009	Q1 thru 2008	Change (\$)	Change (%)
Traditional				
Rev - facilities	\$212,709	\$216,108	-\$3,399	-2%
Rev - courses	\$31,351	\$27,109	\$4,242	16%
Rev - drop in	\$11,113	\$9,567	\$1,546	16%
Rev - Conference Ctr	\$5,257	\$5,196	\$61	1%
Non-Traditional				
Rev - Subway	\$6,032	\$5,808	\$224	4%
Rev - concessions	\$285	\$111	\$174	156%
Revenues - Total (rounded)	\$267,000	\$264,000	\$3,000	1%
Expenditures (rounded)*	\$527,000	\$498,000	\$29,000	6%

* Expenditures include only direct costs and do not include maintenance labor loaned in from other work units ("loan-in labor"). In the year-end (Fourth Quarter) report, annual expenditures will be reported along with annual revenues and compared against the cost recovery targets established in Ordinance 14509.

2009 First Quarter highlights from Weyerhaeuser King County Aquatic Center (WKCAC) include:

- ❖ Revenues from the first quarter of 2009 were similar to those during the same period of 2008, with steady rentals at the conference center and increases in recreational program revenues.
- ❖ Recreational program revenue, which includes drop-in recreation and swimming lessons, each increased 16 percent compared to the same period in 2008. Some of this increase can be explained by the 2007 facility upgrades (locker room improvements, addition of fun water features), which continue to attract more users to the pool for open swims, swim lessons, and pool parties.
- ❖ In February 2009, the WKCAC hosted the NCAA Division III Men and Women's Northwest Conference Championships and the PAC-10 Women's Swimming and Men and Women's Diving Championships. Several national and PAC-10 records were broken at the events. WKCAC, in collaboration with the PAC-10, did a live feed of the competition through the PAC-10 website, a benefit that other facilities of similar caliber have not been able to offer.
- ❖ Future revenues at WKCAC will be impacted by the University of Washington's recent decision to eliminate their swimming programs.

King County Fair in Enumclaw



Fair Business Unit

NOTE: In 2009, the King County Fair will be operated by the City of Enumclaw and will not be included in future 2009 quarterly reports.

“Enumclaw’s King County Fair” will take place July 16-18, 2009. More information can be found at <http://www.enumclawkingcountyfair.com/>.

Recreation, Ballfields, and Facilities



Fields and Facilities Business Unit

	Q1 thru 2009	Q1 thru 2008	Change (\$)	Change (%)
Traditional				
Rev - Ballfields	\$58,977	\$38,360	\$20,617	54%
Rev - Facilities	\$15,623	\$19,283	-\$3,660	-19%
Non-Traditional				
Rev - RV Camping	\$0	\$2,613	-\$2,613	-100%
Revenues – Total (rounded)	\$75,000	\$60,000	\$15,000	25%

Note: Expenditure information on facilities and ballfields is tracked annually and will be discussed in the Fourth Quarter Report.

2009 First Quarter fields and facilities highlights include:

- ❖ Revenues from fields and facilities were up by 25 percent when compared to the same period of 2008, which can be attributed to a significant increase in revenue from ballfield scheduling.
- ❖ More specifically, there was a 54 percent increase in revenue from ballfields during the first quarter of 2009. New synthetic turf fields, such as at Mel Olson Stadium at Steve Cox Memorial Park and at the Preston Athletic Fields, are responsible for much of this increase. Synthetic turf fields command higher user fees than sand or grass fields, have significantly fewer weather-related cancellations, and can be played on more often and for more months of the year.
- ❖ Facility rental revenue was down 18 percent in the first quarter, compared with the same period in 2008. Part of this difference can be accounted for by the fact that a regular renter at the White Center Community Center moved to different location in April 2008 after several consecutive years at the center. The Preston Community Center was also closed during the first quarter of 2009, undergoing interior renovations. The project was completed at the end of the first quarter, and summer reservations for this and other special event facilities have been strong across the board.
- ❖ Tolt-MacDonald Park and Campground was severely damaged by winter flooding and several yurts were vandalized in March. As a result, the campground was closed during the entire first quarter of 2009. The campground (tents, yurts, RVs) will be open for weekend-only camping in mid-May.

Swimming Pools



Swimming Pools Business Unit

Includes: Evergreen, Vashon and Cottage Lake Facilities

	Q1 thru 2009	Q1 thru 2009	Change (\$)	Change (%)
Traditional				
Rev - Pool Fees	\$39,794	\$68,235	-\$28,441	-42%
Rev - Concessions	\$276	\$44	\$233	534%
Revenues - Total (rounded)	\$40,000	\$68,000	-\$28,000	-41%
Expenditures (rounded)*	\$143,000	\$230,000	-\$87,000	-38%

*Expenditures include only direct costs and do not include maintenance labor loaned in from other work units ("loan-in labor"). In the year-end (Fourth Quarter) report, annual expenditures will be reported along with annual revenues and compared against the cost recovery targets established in Ordinance 14509.

2009 First Quarter swimming pool highlights include:

- ❖ Revenue from swimming pools was down overall when compared with the first quarter of 2008, which can be attributed in large part to the transfer of Renton Pool to the Renton School District in March 2008.
- ❖ Evergreen Pool was the only pool facility open during the first quarter of 2009, other than WKCAC. The outdoor pools, Cottage Lake and Vashon, will open in June.
- ❖ In addition to regular recreational usage, Evergreen Pool was rented by a variety of user groups during the first quarter of 2009, including:
 - River Runners kayak group, which collaborates with the Veterans Administration to use Evergreen Pool for their water therapy program.
 - Evergreen High School swim program
 - Washington Kayak Club (kayak training)
 - The Mountaineers (sea kayak training)
 - Shorewood Christian School – Third grade class pool party
 - Muslim women’s group – Evergreen Pool is working with them to schedule special swim lessons starting in April, accommodating their need for an exclusively female pool environment.

Implementing Entrepreneurial Strategies New Ways of Raising Revenues

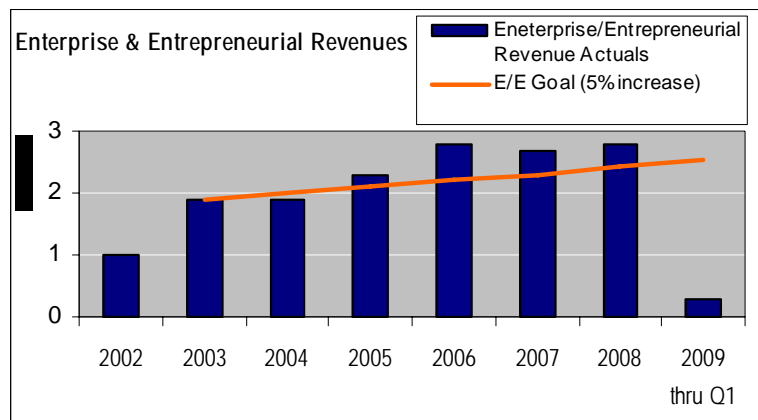


Entrepreneurial Strategies

Overall, business revenues for the first quarter of 2009 were down slightly compared to the same period in 2008. When looking at the first quarter of 2007, the most recent non-Cirque du Soleil year, 2009 first quarter business revenues are up approximately 10 percent.

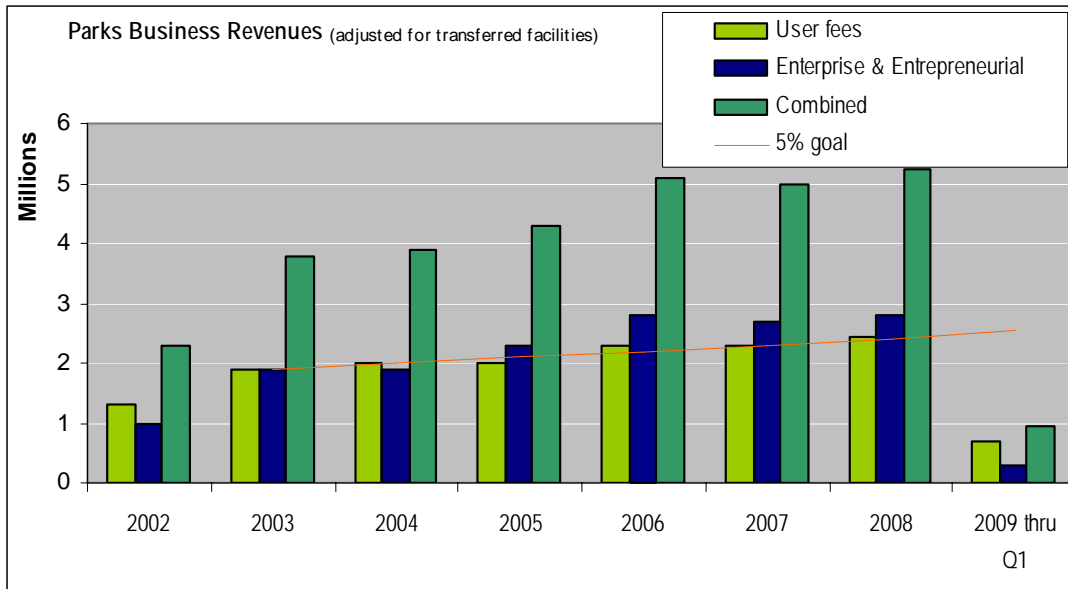
In 2009, the Division is focusing on building diverse revenue streams that will lead to steady, sustainable funding in the long term.

Consistent with the vision of the Parks Business Plan, the Division has taken steps to maximize business revenues and continues to explore other actions that reduce the tax subsidy needed for the operations and maintenance of the Division's facilities. Core revenue generating activities outlined in the Parks Business Plan include maximizing revenue from the Division's existing asset base; establishing corporate sponsorships, naming rights, and other contributions; and pursuing gifts, bequests, and legacy donations.



The Division categorizes business revenues in two ways: enterprise and entrepreneurial revenues and user fee revenues. Enterprise/entrepreneurial revenues include a myriad of non-traditional activities, ranging

from corporate sponsorships and other creative promotions to special facility rentals (such as the Marymoor Concert Series, Cirque du Soleil, weddings and other private events, and yurts). These are generated largely as a result of cultivation efforts and partnerships established by the Division's staff. User fee revenues represent more traditional recreational activities, such as ballfield reservation fees, and are generated according to what the market will bear. Recent revenue increases from user fees are largely the result of capital investments in upgrading athletic fields to synthetic turf.



2009 First Quarter business highlights include:

❖ The Division continues to see benefits from recent capital improvement projects, such as:

- Interior renovations at the historic Preston Community Center, which were completed during the first quarter. Summer reservations for this facility have been strong, and the Division is anticipating a significant increase in revenue from the special event rental of this facility.
- Synthetic turf field conversions, such as the Community Partnerships and Grants projects at Mel Olson Stadium at Steve Cox Memorial Park and at the Preston Athletic Fields, generate steady revenue as these fields command higher user fees, have significantly fewer weather-related cancellations, and can be played on more often and for more months of the year.



- ❖ The Division has established several partnerships that foster charitable donations. By widely marketing such partnerships, the Division is establishing low-cost and sustainable streams of revenue. Examples include:
 - 41pounds.org – a non-profit organization to which subscribers pay a fee to limit their junk mail and which donates a percentage of the proceeds back to selected causes, including King County Parks Legacy Fund.
 - Zazzle – a company that sells cards and stamps featuring user-generated images. When a customer purchases King County Parks' images, Zazzle donates a percentage of the proceeds back to King County Parks and Recreation Division.
- ❖ The Division is launching a strategy to attract creative and appropriate advertising opportunities at certain facilities, featuring themes such as healthy living, outdoor recreation, and environmentally-responsible goods and services.

Pursuing Gifts, Bequests, and Donations



2009 First Quarter gift and donation highlights include:

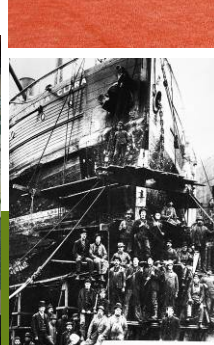
- ❖ Launched in 2008, the *King County Parks Legacy Fund* continues to provide a variety of opportunities for individuals and businesses to contribute to supporting the Division's maintenance and operations.
- ❖ The Legacy Fund brought in more than \$4,000 in gifts during the first quarter of 2009, including several commitments from donors for future Legacy benches and a number of smaller individual gifts.

Agreements with Other Organizations **Community Partnerships and Grants (CPG) Program**

The Community Partnerships and Grants (CPG) Program continues to spearhead the development of partnerships that result in new facilities and amenities in King County's parks. There are currently 34 projects in various stages of negotiation, planning, design, permitting, or construction that represent \$12 million in CPG grants and/or Capital Improvement Program commitments. By leveraging community investments (cash, grants, in-kind donations, volunteer labor, etc.), these CPG projects, when completed, will add new public recreation facilities valued at an estimated \$64 million.

Progress during the first quarter included:

- Design development and permitting began for the Ravensdale Park synthetic turf field conversion project.
- Design development and permitting began for the Dockton historical structure.
- Phase 2 construction began on the Audubon Birdloop at Marymoor Park (new boardwalk).
- Preliminary permitting process completed for the new boathouse at Marymoor Park; final approval expected in June.
- Improvements completed at Hollywood Hills Youth Equestrian Arena (major arena overhaul).
- New CPG improvement projects and proposals are being reviewed, including a community garden, new community park, off-leash dog area, and parking for paragliding enthusiasts.



Transferring Parks and Recreation Assets

Transferring local recreation amenities to cities and focusing on rural and regional facilities has been a key element of the Parks Business Plan, and many transfers have taken place since 2002. Consistent with the Parks Business Plan, the transfer of parks and pools within the Urban Growth Area (UGA) is an on-going discussion as part of the broader County annexation strategy. Facility transfers that occurred in 2008 were listed in the 2008 Fourth Quarter Report; a complete list of those that took place prior to 2008 can be found in the 2007 Fourth Quarter Report.

Facility transfers in progress include:

- Swamp Creek and Inglewood Wetlands to the City of Kenmore

Facilities under consideration for transfer include:

Park	Potential Jurisdiction
132 nd Square Park	City of Kirkland
Arbor Lake	City of Burien
Big Finn Hill	City of Kirkland
Bingamon Pond	City of Federal Way
Bridle Crest Trail (portion)	City of Bellevue
Bryn Mawr	City of Renton
Camelot	City of Federal Way
Cascade	City of Renton
Cecil Moses	TBD
East Norway Hill	City of Bothell
Edith Moulton	City of Kirkland
Evergreen Athletic Fields	TBD
Fall City	Fall City Park District
Five Mile Lake	City of Federal Way
Green Tree	City of Kent
Hamm Creek	City of Seattle
Hazel Valley	TBD
Hazel Valley Connector	TBD
Hilltop	TBD
Juanita Heights Park	TBD

Continued on next page

Park	Potential Jurisdiction
Juanita Triangle	TBD
Kentlake Athletic Fields	City of Kent
Kingsgate Park	City of Kirkland
Klahanie Park	TBD
Lake Geneva	City of Federal Way
Lakewood Park	TBD
Maplewood Heights	City of Renton
Maplewood Park	City of Renton
May Creek Park	City of Renton
North Meridian	City of Kent
North Shorewood	TBD
Park Orchard	City of Kent
Puget Sound	TBD
Renton	City of Renton
Salmon Creek	TBD
Sierra Heights / Honey Dew	City of Renton
Site #1 Duwamish	City of Tukwila
Skyway	City of Renton
South County Ballfields	City of Federal Way
Southern Heights	TBD
Sunset Playfield	City of SeaTac
White Center Bog	TBD
White Center Heights	TBD
Windsor Vista	City of Kirkland

Community Outreach and Involvement



King County Parks Volunteer Program

The Division benefited from many volunteer events organized in parks and along regional and backcountry trails. During the first quarter of 2009, more than 1,800 volunteers provided 11,570 hours of service during some 120 events at more than 20 sites. The projects consisted of trail work (67 events), restoration and noxious weed removal projects (19 events), King County Greenhouse and Nursery work parties (19 events) and park maintenance and improvement projects (21 events). Although the first quarter of 2009 was marked by unusually cold, wet weather, these numbers are similar to volunteer participation during the first quarter of 2008.

The Park and Trail Ambassadors continue their service by alerting staff to safety concerns and pertinent trail conditions, providing information to park visitors, organizing and leading volunteer events, and picking up litter in natural areas and on regional and backcountry trails. Three new people joined the ranks of the Park and Trail Ambassadors during the first quarter of 2009, for a total of 46.

2009 First Quarter volunteer involvement highlights include:

- ❖ Martin Luther King Day has become “A Day On, Not a Day Off” for many individuals, schools, companies, and community groups. Volunteers provided some 600 hours of service over the course of the whole 2009 Martin Luther King weekend, such as:
 - More than 30 University of Washington students doing habitat restoration work at Cavanaugh Pond.
 - A school group, including students, parents and teachers, working at Petrovitsky Park.
 - Washington Trails Association volunteers improving trails on Cougar Mountain.

- Cub Scouts and their families cleaning up flood damage to the little league baseball field in Carnation.
- ❖ Other volunteer highlights include:
 - Improving 2,900 feet of trail and planting 3,000 native trees and shrubs.
 - Students, teachers, and parents from Tahoma Outdoor Academy, which regularly volunteers with the Division, logged 237 service hours and potted 2,000 trees during their one-day work party at the King County Greenhouse.
 - CPG partner organizations, such as the Evergreen Mountain Bike Alliance, the Preston Community LLC, and the King County Executive Horse Council, continued to bring energy to their projects.
 - Partnering organizations included:
 - Washington Trails Association
 - Boy and Girl Scout troops
 - University of Washington
 - Microsoft
 - Northwest School
 - Carnation Elementary School
 - Tahoma Outdoor Academy
 - Robinson-Hamlin School
 - Friends of the Cedar River Watershed
 - Cascade High School
 - Eastside Audubon

Community Outreach Initiatives

The King County Parks and Recreation Division has a variety of ways to reach out to and communicate with park user groups, other stakeholders, and the general public.

Electronic outreach

King County Parks and Recreation Division website

In January 2009, as part of a county-wide server upgrade, the Division migrated its website to a new content management system called Sitecore, giving the website a consistent look and feel with the rest of King County's agencies. The site is still in transition, with new content and features continually being added and updated. The Division is striving to provide more information in user-friendly formats and is prioritizing upgrading content, photos, news, and maps about the Division's most popular parks and regional and backcountry trails.

www.parksfeedback.com

Through *parksfeedback.com*, the Division receives a variety of compliments, suggestions, feedback, and notifications, which are delivered directly to the email inboxes of Division staff. While the feedback system does not provide a statistical gauge for constituent

satisfaction, it is a powerful tool that asks a series of multiple choice questions and allows users to write in comments and include their email or telephone number to receive a direct response from the Division. The notifications sent by park users through the *parksfeedback.com* tool also serve as “eyes and ears on the ground” for the Division’s 25,000 acres of property.

King County Parks e-newsletter



The Division sends a monthly email newsletter to an opt-in list with some 2,000 subscribers. This newsletter helps direct additional traffic to the Division’s website while also highlighting upcoming events, recent news, and ways to get involved.

King County News on Twitter

The Division has sent several news items to be broadcast over the general King County News twitter account, which has some 1,800 followers including media outlets, local non-profit organizations, and the general public.

Media Outreach

As part of the Division’s new website structure, all pages within the website now include links to relevant press releases and media coverage. The list is generated automatically and is refreshed as new articles are published, contributing dynamic, up-to-date content.

King County Press Releases

During the first quarter of 2009, the following press releases were issued by the Department of Natural Resources and Parks Public Affairs Section on behalf of the Division:

- *Honoring Dr. Martin Luther King, Jr., volunteers give more than 600 hours of service in parks*
- *Save ‘green’ on your produce bill by growing veggies in your own King County garden plot*
- *King County’s Memorial Pet Garden a peaceful place to celebrate your animal companion’s life*
- *2009 YSFG Applications Now Available*
- *‘Senseless’ vandalism causes thousands in damage to popular King County yurts*

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Earned Media

The Division recorded fifteen instances of earned media, meaning that the Division or one of the Division's parks or trails received media coverage. Most coverage was from local print outlets, including the Seattle Times and Seattle P-I, as well as smaller newspapers, such as the Issaquah Press and Renton Reporter.

Other outreach initiatives from the first quarter of 2009

- ❖ On March 27, the Division joined other King County agencies at the Women in Trades Fair, an annual event showcasing employers from the region with opportunities in the construction, manufacturing, and transportation sectors. The Division hosted a popular booth and met hundreds of high school students and others interested in possible career and volunteer opportunities with the Division.
- ❖ Since September 2008, the Division has been collaborating with the University of Washington Restoration Ecology Network (UW REN) course to improve the health of a wetland at Skyway Park. In collaboration with the Division's field staff, a group of five students inventoried the wetland, designed the restoration, and organized work parties to grub out invasive blackberries, expand the wetland buffer, and install native trees and shrubs. They will provide the Division and the Friends of Skyway Park community group with a restoration stewardship plan when they complete their project in June 2009.